

THE GLEICHEN CALL

W. FANK EVANS, PROPRIETOR

Published Every Thursday in The Heart of a Wonderful Rich Farming and Ranching District.

SUBSCRIPTION: \$1.50 Per Year. Foreign Countries \$2.00
Exchange Must be added to Checks

THURSDAY, NOVEMBER 9, 1916

Another War to Wage

England is fighting one war and getting ready for another. The statement is made that "today from seventy to eighty British factory workers are doing as much labor as were a hundred in pre-war times, and this at the expenditure of very little if any more physical and mental effort," while to quote but one example of the new alliance of science with industry, aniline dyes have been manufactured in the Mother Country at considerably less than they could be bought from Germany before the war. Her aggregate manufacturers are multiplying, and this despite the millions withdrawn from productive labor.

On the other hand it is unquestionably the German intention to secure at the earliest opportunity great quantities of ready cash and at the same time to overwhelm competition generally by flooding the markets of the world with bargain goods—killing the two birds with one stone. This is the campaign that is being planned and planned doubtless with the same ingenuity that evolved the substitution of wood pulp for cotton in explosives, that put three shifts of men in mines and oil fields, extracted fodder from straw, built the underwater liner, contrived synthetic rubber and extracted nitrogen from the air.

Alignments are already formed. How much of this front are we going to hold?

Foreign competition for the trade of the world is very intelligent and very fierce, and if a Canadian manufacturer seeks foreign business he has to meet that competition, and to meet it adequately. To meet it adequately means the employment of brains and of money and the putting forth of conscientious efforts to acquire in some degree at least the purchaser's point of view and a disposition and willingness to meet him at least half way in his wishes; to try to give him the things he wants, and not what the Canadian manufacturer thinks he ought to want. What is more, if our people expect to compete with the Germans, Americans and French, etc., they must educate the younger generation of business men to understand foreign trade, to speak foreign languages, and to meet foreign methods and demands.

Gleichen School Boy Awarded Bronze Medal

The CALL has received from His Honor, the Lieutenant-Governor of Alberta, a list of the winners of the bronze medals presented by His Royal Highness, the Duke of Connaught, the Governor-General of Canada, awarded in the Grade VIII Department for 1916. These medals are awarded in each of the twenty-one inspectorial district of Alberta, and we are pleased to note that in the Bassano Inspectorial District that Alex. K. Lafferty of Gleichen has earned the bronze medal. We extend our congratulations to Master "Reddy" and to Principal McKay. This coupled with the fact that out of nine Gleichen children who wrote for the high school entrance examinations only one failed, is reason for letting it be known far and wide that Gleichen has an efficient staff of teachers and that our boys and girls have unexcelled opportunities of obtaining an education right here in Gleichen.

A decision has been reached by the Department of Interior at Ottawa that henceforth all settlers locating on homestead lands in the timbered parts of the West will have to take out burning permits before starting fires to clear their lands. These permits will be issued by forest rangers or others under certain safety requirements as to weather conditions, piling of slash, vigilance to prevent contact with nearby bush, etc. This is one of the most important steps yet taken to guard the lives of settlers and sole stock of timber supplies of the three prairie provinces. The terrible illustration of Northern Ontario's forest conflagration due entirely to unrestricted settlers' fires undoubtedly had much to do with the decision.

There has just been issued by the Department of the Interior a new edition of the "Land and Pre-emption Map" which gives useful and interesting information, corrected to a recent date, with regard to the land situation and the pre-emption and purchased homestead areas throughout the three Western provinces. Free copies may be obtained by applying to the Railway Lands Branch of the Department of the Interior, Ottawa.

Pay When You Graduate

Our pay-when-you-get-a-position plan speaks of our unbounded confidence in our ability to place all our graduates. We are besieged with hundreds of calls for office help. You will certainly get the best training at the College that is much larger than all local competitors combined, that trained the Champion Accuracy Typist of Canada, the only school with a court reporter and Chartered Accountant on its staff.

Garbutt Business College
CALGARY, ALBERTA

Going Out of Business Sale

From 10th to 15th of November I will offer all hats and trimmings at half price. Millinery fixtures for sale.

IDA J. BAKER

The Alberta Farmers' Co-operative Elevator Company Limited

Is an organization for service. Every farmer should know what that service means to the community. The Company is organized and equipped to help you and your neighbor. That is the single purpose of its existence.

Helpfulness must be mutual and your co-operation is necessary. This is the aim of a series of advertisements written for our purpose—to bring us closer together in an atmosphere of co-operation—or mutual helpfulness to mutual profit. Please carefully read the complete series—a new advertisement will appear each week.

SEE OUR AGENT

The Alberta Farmers' Co-operative Elevator Company Limited

320-340 Lougheed Building - - Calgary

TAKE NOTICE

Is your home and buildings protected. 'Tis false economy to neglect them. A few dollars in good paint applied by skilled mechanics is money well invested. Wall paper, burlap and other modern decorations supplied and hung. Your inspection invited on any and all work finished by us.

S. H. POPE

The reliable painter and decorator.
Shop in rear of Larkin Block

Crown Lumber Coy.

Now that you are hauling your grain why not take out material to build that much needed barn. We have a complete stock of good dry seasoned lumber and can give prompt service. The quality of our material is equal to any and surpassed by none.

Write now for prices.
C. B. HYNDMAN, AGENT, GLEICHEN.

Buy an Irrigated Farm From The CANADIAN PACIFIC RAILWAY BECAUSE:

Irrigation makes the farmer independent of rainfall, and insures good crops, not occasionally, but every year.

Irrigation makes possible the successful culture of alfalfa, the king of fodders, which insures best returns in dairying and mixed farming.

Irrigation means intensive farming and close settlement, with all the advantages of a densely populated agricultural community.

Irrigation in the Canadian Pacific Railway Irrigation Block is no longer an experiment, the year 1914 having absolutely demonstrated its success wherever intelligently applied.

You can buy irrigated land from the Canadian Pacific Railway at prices ranging from \$53 to \$75 per acre, with twenty years to pay and the privilege of a loan of \$2,000.00 for improvements (6% interest) no principal payment at end of first or second year, and no water rental for first year. Assurances are also given in supplying stock in approved instances.

This is the most liberal offer of irrigated farm land on record. Get full particulars from

ALLAN CAMERON, Gen. Supt. of Lands,
Desk 35, Dept. of Natural Resources, Canadian Pacific Railway,
CALGARY, ALBERTA

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A consolidation of one-quarter of one per cent will be allowed to recognised bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA.

OCTOBER 7th, 1916.



New Prices Aug. 1, 1916

The following prices for Ford cars will be effective on and after August 1, 1916.

Chassis	-	\$450.00
Runabout	-	475.00
Touring Car	-	495.00
Coupelet	-	695.00
Town Car	-	780.00
Sedan	-	880.00

These prices are positively guaranteed against any reduction before August 1st, 1917, but there will be no guarantee against an advance price at any time.

UNIVERSAL MOTORS Ltd.,

W. R. McKIE, Manager,

LICENSED DEALER.

GLEICHEN

Ford Motor Company.
OF CANADA, LIMITED

THE BUSY STORE

Service and Values

"The Busy Store" is now a Household word. Our territory is large and is growing larger. Our "Buy-at-Home" campaign has sent our merchandise into many homes where catalogues used to be supreme. People are prepared to spend their cash at home when they find the merchant prices are out after the business and prepared to knock out all comers East and West.

That's Busy Store Success

Our second name is Hustle and our first and last is Business for the Busy Store, coupled by Service and Values that count with our customers.

Wheat is King and Flour Queen

Prices are soaring in Flour and she is now on the throne beside King Wheat. Our September car is now about out and another rolling brought six weeks ago, and still another for Dec. 1. We can keep retail prices down for a while any way. Flour is \$5.05 at the mills today by car lots. Our price is \$5.

Dried Fruits Now Arriving

This week we received 70 cases of the Prunes, 40 cases of Peaches, 25 cases of Apricots and 25 cases of Victoria Cross Current; also 55 cases of Seedless Raisins arriving in a few days—a good buy as these goods are scarce.

A ton of Rice and Dried Beans to hand. Prices of both have dropped at the busy store.

Lemon, Orange and Citron Peels in big display.

Syrups, Molasses, Honey and Jams in enormous quantities.

Get Busy Store Prices on these



Men's Fur Coats

See Ramsay's showing of Dog Skin Coats. Our \$32 and \$35 lines are values we are not ashamed to show. No. 1 Wombat Coats \$65, Racoon Coats \$100 and \$125. See our Cloth Coats with Heavy Linings and Fur Collars. Our leader at \$15 is a Trade winner.



Footwear!!

Oh, Say! But we shine in Footwear.

J. & T. Bell, Sitter, Amherst and Williams. Our always busy Shoe Counter is our best ad.

Overshoes and Rubbers.

Fortuna favoured us in a big way of Men's and Boys Over-shoes, and our boasting price in Men's I-Buckle Overshoes is \$1.35 and Boys' \$1.25. Men's rubbers 76c and Women's 65c. Misses Overshoes at 50c and child's at 50c.

Gloves and Mitts—

Buck, Horse, Mule, Pig, Beinder (no hen skin). Prices from 50c up. Also great Hosiery values from 20c up. Our 50c Hosiery for Men is a peach.

Men's Clothing—

Some choice patterns in Men's Suits, \$12, \$15 and \$20. Also special Order Suits to Measure.

Sweaters—Buy Store values in Boy's and Men's. Prices \$1.35 up. Our Ladies Sweaters and Caps are beautiful.

Men and women like to trade where the crowds are.

That's why you always find Ramsay's store crowded.

Yours for Fall Trade,
J. A. RAMSAY

"The Busy Store" Where the People Trade
P.S.—Have you got in on our Free Silverware deal? Look this up.

MASSAY-HARRIS AGENCY

We sell kinds all of farm im-
plements. Gasoline engines,
pumpjacks and pumps. Wag-
ons. Buggies and Democarts.

A. R. TUDHOPE,
Agent

Licensed Auctioneer for the Province of
Alberta. 20 Years experience, Terms
reasonable.

GOOD EVERY HOUR

Tuckett's CLUB SPECIAL Cigar

Everything a smoker wants is handy in our store. Just come in and see for your-
self.

J. E. JAMES

THE WISE GUYS ALL ADVERTISE

THE MCKAY HARDWARE STORE

After being in business for three months we
have a big stock of

Lamps, Lanterns
High Grade Coal Oil
Bonny Oak and
Hot Blast Heaters

We have just received a large shipment of
grain scoops. They can be used for half
bushel measure and are the latest scoop on the
market.

When you want any hardware be sure and
call on us. We are always glad to sell you
small orders as well as big ones.

F. K. MCKAY, Prop

LOCAL AND GENERAL

Everything in threshers supplies
will be found in James' Hardware.

Leave your order for a Columbia
Gramola at Gaudreau's new Jewelry
Store.

Now is the time to advertise your
Christmas goods. Already some
are studying catalogues.

At the rate sales are put out of
business thereabouts a repair shop
would do well in Standard.

Thousands of dollars worth of
wheat are being received daily at
the Standard elevators.

Read the Alberta Farmers' Co-
operative Elevator Company's ad.
in this issue. Every week there
will be something new in their ads.

Nissen Ross. Have sold their farm
two and one-half miles south of
Standard on Saturday, November
18th, R. M. Fraser will auction off
all their horses, cattle, farm im-
plements, household goods, etc. Read
their ad in this issue.

Willis W. C. Resala was
playing with a colt on Mon-
day morning it kicked him and
broke the bridge of his nose. Dr.
Perquimans was called at once
and although he suffered a good
deal of pain he is improving nicely.

On Wednesday night of last week
the barn and contents belonging to
Peter Neilson near Standard was
destroyed by fire, including four
fine work horses. The fire
originated we have not heard. He
carried no insurance. He was a-
way from home at the time.

Last Saturday morning the wife
of one of our merchants visited the
CALL office and asked for a copy of
our last issue mentioning: "We
have not received our CALL yet and
I want to see the bargains that the
stores are offering before it is too
late." Who was it said no one
read advertisements?

There are some strange people in
this world—always waiting for some
one from Missouri. Two weeks ago
the Basmano mail published a half
page ad. of a department store and
had few other ads. The result was
magic. Last week the Mail was
ful of local ads and no department
store ad appeared.

Recently a department store offered
the CALL the regular price for a
big ad. We informed them that we
did not care to accept ads from
out of town so long as local men
were advertising the same goods.
Then they asked for a copy of the
CALL and now they want to adver-
tise goods that are not advertised
in this paper. Now would you re-
fuse this money if you were in our
place and very much need the cash
and they so anxious to buy the
space.

A bunch of high grade Waltham
and Hamilton watches just received
at Gaudreau's new Jewelry Store.
Eaton prices for all.

Wednesday afternoon of last week
Private Wm. Service, Jr., received
a very painful gun-shot wound. He
was out duck hunting near Sault's
slough on the Reserve alone. He
was carrying his gun under his arm
as he walked along when it went
off, the charge striking his left foot.
He managed to get back to his home
and rig and started for town. W.
D. Trapp's threshing outfit had a
break-down out of town a short
distance and the men were working
to repair the machine. As Billy
sawed them he faltered from the
loss of blood and pain and he knew
little more until he is foot was band-
aged up neatly. Mr. Trapp at once
brought him in his auto to Dr. Far-
quharman, who found it necessary to
amputate his small toe and a por-
tion of his foot. He is recovering
nicely now but it will be sometime
before he completely recovers.

No job of printing is too small or
too large for execution at the CALL.

THE CANADIAN BANK OF COMMERCE

MR. EDMUND WALKER, C.V.O., L.L.B., D.C.L., President
JOHN ARD, General Manager H. V. F. JONES, Asst. General Manager
V. C. BROWN, Superintendent of General Western Branches
CAPITAL, \$15,000,000 RESERVE FUND, \$13,500,000

FARMERS' BUSINESS

The Canadian Bank of Commerce extends to Farmers every
facility for the transaction of their banking business, including
the discount and collection of sales notes. Blank notes are
supplied free of charge on application.

GLEICHEN BRANCH, J. CAMERON, Manager

WE WIN
BUSINESS BY
SELLING
HONEST
GOODS



When you buy your clothes from us once
we figure on doing business with you for the
rest of your happy days. We say happy days
because you'll never kick about your clothes
when we furnish them. You'll not kick
about the price when you buy; you will get
the low price. You will not kick about your
clothes after you buy; you will get style, fit,
comfort and long wear.

Hicks Trading Co.

Revelstoke Sawmill Co., Limited.

We now have on hand a very complete and new
stock of all kinds of lumber, also a car of cement
and one of shingles. In fact our entire stock
of building material is

Brand New
and we respectfully invite you to
call and inspect same

No bill too large or none so small for us to furnish.
Call and let us give you a figure on that new house
or barn. Estimates cheerfully given. We make a
specialty of mail order competition and deliver the
goods, as promised.

Give us a Trial

C. L. FARROW, Local Mgr.

The Gleichen Call

I desire to give Five votes in your Price
Contest 1918 to

Name of Contestants
Signed